

**CUSTOMER NO.: 24498**  
**Serial No.: 10/018,070**  
**Office Action dated: April 18, 2008**

**PATENT**  
**RCA 89,470**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant:** **Wanda Green Thompson, et al.**  
**Serial Number:** **10/018,070**  
**Atty. Dkt:** **RCA 89,470**  
**Filing Date:** **October 25, 2001**  
**For:** **ADVERTISEMENT SELECTION BASED ON USER ACTION IN AN ELECTRONIC PROGRAM GUIDE**  
**Art Unit:** **2623**  
**Examiner:** **Fred H. Peng**

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Mail Stop Amendment**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**

**Sir:**

In response to the Office Action dated April 18, 2008, for which a response is due July 18, 2008, please enter the following amendments and remarks/arguments in the above-identified application.

**Listing and Amendments to the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this amendment is being efiled with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, Mail Stop Amendment, on:

July 15, 2008 \_\_\_\_\_  
Date

/Kathleen Lyles/ \_\_\_\_\_  
Kathleen Lyles